



اَبُو سَيِّدِي تِكْنُوْلُوْجِي مَارَا

UNIVERSITI TEKNOLOGI MARA
CAWANGAN KELANTAN

**A STUDY ON THE QUALITY OF FRONT OFFICE SERVICE AT
RENAISSANCE KOTA BHARU HOTEL**

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“DECLARATION OF ORIGINAL WORK”

I, Nur Haslina Bt Ramli, (I/C No: 840824-03-6068), hereby declared that,

- This work has not previously been accepted in substance for any degree, locally or overseas, and nor being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks, and sources of my information have been specifically acknowledged.

Signature: Lne

Date: 9/11/2008

TABLE OF CONTENTS

DECLARATION OF ORIGINAL WORK	i
LETTER OF TRANSMITTAL	ii
TABLE OF CONTENTS.....	iii
LIST OF FIGURES	vi
LIST OF TABLES	vii
ACKNOWLEDGEMENT.....	ix
ABSTRACT	x

1.0 INTRODUCTION

1.1 CHAPTER DESCRIPTION	1
1.2 BACKGROUND OF THE STUDY	1
1.3 OVERVIEW ON RENAISSANCE KOTA BHARU HOTEL	5
1.4 PROBLEM STATEMENT.....	9
1.5 OBJECTIVES OF THE STUDY	12
1.6 RESEARCH QUESTIONS	13
1.7 THEORETICAL FRAMEWORK.....	13
1.8 HYPOTHESIS	15
1.9 SCOPE OF THE STUDY.....	16
1.10 LIMITATION OF THE STUDY.....	17
1.11 SIGNIFICANCE OF THE STUDY.....	20
1.12 DEFINITION OF TERMS.....	22

ABSTRACT

The research was conducted with the objective to determine the front office service quality at Renaissance Kota Bharu Hotel. The researcher has selected four variables as the factors that determine the quality of front office at Renaissance Kota Bharu Hotel which are courtesy, responsiveness, skill and assurance. Among these four, the researcher also tried to investigate the front office service quality from the view of customer's perspective. On the other hand, the researcher tried to evaluate the relationships among these variables to the front office service quality of Renaissance Kota Bharu Hotel. For this purpose, a research survey by using a structural questionnaire was conducted to gather the information required, which could provide the answer to the subject matter. There were 100 questionnaires collected from the respondents who used front office service at Renaissance Kota Bharu Hotel. The researcher has used the SPSS (Statistical Package for Social Science) package (version 14.0) as an instrument to analyze the data. The method such as reliability, frequency analysis and correlation analysis were chosen for analyzing the data and findings. For the conclusion on this study, the researcher has found that all the independent variables (courtesy, assurance, responsiveness and skill) have positive relationships with front office service quality at Renaissance Kota Bharu Hotel. In terms of hypotheses testing, all four hypotheses rejected null hypotheses. Some recommendations have been made in this study after all the data and findings has been analyzed and interpreted. The conclusion and recommendations suggested were done to the customer, government, future researcher and also to the organization to enhance the service quality.

CHAPTER 1.0

INTRODUCTION

1.1 CHAPTER DESCRIPTION

The research is titled, “A study on the quality of front office service at Renaissance Kota Bharu Hotel”. This chapter will begin by discussing the background of the study and also overview of the hotel. This is followed by the research problem and objective of research. Furthermore, this chapter will also discuss about the scope of research and significance of this research study, literature reviews and research methodology.

1.2 BACKGROUND TO THE STUDY

At first glance Singapore, Malaysia and Indonesia appear to provide similar environments for hoteliers. All have relative political stability, impressive economic growth and similar natural attractions. All have recently undertaken extensive tourism promotions, including governmental incentives. Indonesia has attempted self-funding in this area, with the imposition of a 2% tourism promotion surcharge on all hotel guest bills.